

UNITED STATES DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT
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In Reply Refer To:
1551 (BC-650B)P

May 27, 1998

Instruction Memorandum No. BC-98-034

To: All WO and Field Officials

From: Director, National Business Center

Subject: Business Cards

Due to a recent Department of Justice decision, the Department of the Interior has changed its position regarding the purchase of business cards at government expense. This instruction memorandum outlines the Bureau of Land Management's (BLM) policy regarding the acquisition of business cards for employees who have a need for these cards in the conduct of their official government business. Use of business cards is restricted to official government business and no personal information will be included on the cards.

The Bureau has been given authority to obtain business cards two ways. One, to permit the in-house printing of business cards using currently-owned government software and government purchased paper/card stock. Secondly, employees may, with supervisor approval, acquire them from the GSA single award schedule SKILCRAFT vendor, Seattle Lighthouse for the Blind, Inc. SKILCRAFT is a mandatory source to be used for the purchase of business cards when using Federal funds as directed in the provisions of the Javits-Wagner-O'Day Act (Public Law 92-28). Please note that government funds used for the purchase of business cards must come from the Bureau's general appropriation fund which is an appropriation that is not earmarked for a specific purpose.

Business Card Standards

In setting standards for the design of business cards, an important factor to consider is that business cards must be produced as economically as possible while at the same time be a quality product which reflects the professional image of the Bureau. The card may contain, as standard information, U.S. Department of the Interior, Bureau of Land Management, State Office or National center designation, and the official Bureau emblem. It may contain as a maximum, name, title, office address including zip code, e-mail address, phone, fax, and pager numbers, homepage (official Bureau pages), and government cell phone numbers.

Business cards will be produced in black ink only. Color emblems or foil embossing is not authorized. This office has provided SKILCRAFT a copy of the BLM emblem for use in producing these cards. Internally produced business cards must also adhere to the above referenced standards. A template is being developed to simplify the in-house production of business cards. Its use will be the subject of a future instruction memorandum.

Printing on the back of the card is an option but is not recommended. It should be limited to instances where the necessary information will not fit on the face of the card.

Business cards produced internally should be printed in small quantities (suggest 50 per employee) to limit waste due to the constantly changing variable information on the individual cards unless employees demonstrate a need for larger quantities. However, if purchased from SKILCRAFT, the minimum order is 250.

Ordering Procedures

Business cards may be ordered directly from SKILCRAFT using the attached order form. The same procedures should be followed for both new and reprint orders. We are working with SKILCRAFT in terms of making the order form available electronically for future use.

If you have any questions or would like additional information, please contact Lee Campbell, Bureau Printing Officer, at 303-236-9422.

1 Attachment

1 - BLM Business Card Order Form (2 pp)

Distribution

RS-150A, BLM Library

BC-650B